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15 *Attorneys for Defendant Zuffa, LLC, d/b/a*
16 *Ultimate Fighting Championship and UFC*

17 UNITED STATES DISTRICT COURT
18 DISTRICT OF NEVADA

19
20 Cung Le, Nathan Quarry, Jon Fitch, Brandon
21 Vera, Luis Javier Vazquez, and Kyle
Kingsbury on behalf of themselves and all
others similarly situated,

22 Plaintiffs,

23 v.

24 Zuffa, LLC, d/b/a Ultimate Fighting
25 Championship and UFC,

26 Defendant.

Case No.: 2:15-cv-01045-RFB-(PAL)

**DECLARATION OF KIRK D.
HENDRICK IN SUPPORT OF ZUFFA'S
OPPOSITION TO PLAINTIFFS'
MOTION TO CHALLENGE WORK
PRODUCT DESIGNATION**

[REDACTED]

1 I, Kirk D. Hendrick, declare as follows:

2 1. I am over 21 years old and have personal knowledge of the information in this
3 declaration. I have been employed by Zuffa, LLC ("Zuffa") since 2002 and I am currently
4 Executive Vice President and Chief Legal Officer for Zuffa. I have personal knowledge of the
5 facts stated in this declaration and if called to testify, I would and could competently testify to
6 those facts.

7 2. In March 2013, Zuffa engaged a third-party consulting firm, Mercer, to perform a
8 study related to [REDACTED] The [REDACTED] performed
9 by Mercer examined [REDACTED]. The study only surveyed
10 [REDACTED]

11 3. After the [REDACTED] was completed, Mercer proposed a new
12 study that it could conduct for Zuffa [REDACTED] On August 8, 2013, Cathy
13 Shepard sent Zuffa's Chief Executive Officer, Lorenzo Fertitta, a draft Statement of Work
14 entitled [REDACTED]

15 4. Zuffa never retained Mercer to conduct the [REDACTED] laid out in the draft
16 Statement of Work. My recollection is that the decision not to retain Mercer was based on the
17 belief that there was not a business purpose significant enough to justify Zuffa commissioning the
18 study.

19 [REDACTED]
20 [REDACTED]
21 [REDACTED]
22 [REDACTED]
23 [REDACTED]
24 [REDACTED]

1 I declare under penalty of perjury under the laws of the United States of America that the
2 foregoing facts are true and correct. Executed this nineteenth day of September 2016, in Las
3 Vegas, Nevada.

4 
Kirk D. Hendrick